

AMENDMENTS

IN THE CLAIMS:

1. (Currently amended) A method for promoting the selection of an item by a predetermined type of consumer based upon consumer lifestyle and consumer market data, said method comprising the steps of:

gathering storing the consumer lifestyle and the consumer market data in a database;
storing a selection of messaging, brands, packaging, or merchandising associated with the item in the database;

determining one or more representative activities of said predetermined type of consumer based upon the consumer lifestyle data via a processor in communication with the database;

determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities based upon the consumer market data via the processor in communication with the database; and

~~creating demand for said item by said predetermined type of consumer based upon determining an association between said one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities through and the selection of messaging, brands, packaging, or merchandising via the processor in communication with the database;~~

storing the association in the database; and

providing access to the database and the association.

2. (Original) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of said one or more representative activities within a predetermined length of time.

3. (Cancelled)

4. (Original) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of the consumer lifestyle data.

5. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises a home category manager and wherein said one or more representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.

6. (Original) The method of promoting the selection of an item of claim 5, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.

7. (Currently amended) The method of promoting the selection of an item of claim 6, ~~wherein said step of creating demand for said item through~~ the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said meal enhancer with said dinner.

8. (Currently amended) The method of promoting the selection of an item of claim 6, ~~wherein said step of creating demand for said item through~~ the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said shopping.

9. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises blue-collar adults and teens and wherein said one or more representative activities is an event selected from the group consisting of after school, afternoon, and after work.

10. (Original) The method of promoting the selection of an item of claim 9, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, energy, and a tide-me-over.

11. (Currently amended) The method of promoting the selection of an item of claim 10, wherein ~~said step of creating demand for said item through~~ the selection of messaging comprises messaging directed to said blue-collar adults and teens suggesting use of said beverage as said energizer during said afternoon.

12. (Original) The method of promoting the selection of an item of claim 1, wherein said consumer market data comprises consumer purchase information.

13. (Original) The method of promoting the selection of an item of claim 12, wherein said step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities comprises analysis of said consumer purchase information.

14. (Currently amended) The method of promoting the selection of an item of consumer of claim 1, wherein ~~said step of creating demand through~~ the selection of messaging comprises messaging promoting said item as addressing a need associated with said one or more representative uses.

15. (Currently amended) The method of promoting the selection of an item of consumer of claim 1, wherein ~~said step of creating demand through~~ the selection of messaging comprises messaging associating said item with said one or more representative activities.

16. (Currently amended) The method of promoting the selection of an item of claim 1, wherein ~~said step of creating demand for said item through~~ the selection of brands comprises selection of one or more brands of said item.

17. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands comprise predetermined beverage brands.

18. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands of said item is a liquid selected from the group consisting of coffee; tea; water; fruit, vegetable and juice concentrates; fruit, vegetable and juice beverages; isotonic beverages; non-isotonic beverages; milk and milk byproducts; carbonated soft drinks; and soft drink concentrate.

19. (Currently amended) The method of promoting the selection of an item of claim 16, wherein ~~said step of selecting~~ the selection of one or more brands comprises selection of one or more food and beverage brands.

20. (Cancelled)

21. (Currently amended) The method of promoting the selection of an item of claim 1, wherein ~~said step of selecting~~ the selection of packaging comprises selection of a predetermined package.

22. (Original) The method of promoting the selection of an item of claim 1, wherein said packaging comprises immediate consumption packaging.

23. (Original) The method of promoting the selection of an item of claim 1, wherein said packaging comprises future consumption packaging.

24. (Cancelled)

25. (Original) The method of promoting the selection of an item of claim 1, wherein said merchandising comprises bundling the location of said item with a different item.

26. (Original) The method of promoting the selection of an item of claim 25, further comprising messaging promoting said bundling of said item with said different item.

27. (Original) The method of promoting the selection of an item of claim 1, wherein said merchandising comprises bundling the offering of said item with a different item.

28. (Original) The method of promoting the selection of an item of claim 27, further comprising messaging promoting said bundling of said item with said different item.

29. (Cancelled)

30. (Original) The method of promoting the selection of an item of claim 1, wherein said messaging comprises media advertising.

31. (Original) The method of promoting the selection of an item of claim 30, wherein said messaging is advertising selected from the group consisting of print; radio, television, satellite and cable broadcasting; Internet, e-mail, and computer transmissions; telecommunications; event-based marketing; and direct mail.

32. (Original) The method of promoting the selection of an item of claim 1, wherein said messaging comprises in-store displays.

33. (Original) The method of promoting the selection of an item of claim 1, wherein said messaging comprises out-doors displays.

34. (Original) The method of promoting the selection of an item of claim 1, wherein said messaging comprises the name of said item and said one or more representative uses.

35. (Original) The method of promoting the selection of an item of claims 1, wherein said messaging comprises the name of said item and said one or more representative activities.

36. (Original) The method of promoting the selection of an item of claim 1, further comprising the step of determining an environment in which said item is offered.

37. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a retail environment.

38. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a virtual environment.

39. (Original) The method of promoting the selection of an item of claim 36, further comprising the step of determining the manner in which said predetermined type of consumer selects said item in said environment.

40. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises consumer intercept surveys.

41. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises analysis of transactional data.

42. (Original) The method of promoting the selection of an item of claim 39, wherein said manner in which said predetermined type of consumer selects said item comprises a purchasing trip selected from the group consisting of quick mission trips, quick meal solution trips, and stock-up trips.

43. (Currently amended) The method of promoting the selection of an item of claim 39, wherein ~~said step of creating demand for said item~~ the selection of messaging comprises displays located at a location distant from said environment.

44. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 1.

45. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 39.

46. - 58. (Cancelled)

59. (Currently amended) A method for promoting the use of an item by a predetermined type of consumer, said method comprising the steps of:

receiving consumer lifestyle data corresponding to representative activities of said predetermined type of consumer;

storing said data corresponding to said representative activities of said predetermined type of consumer in a marketing database;

receiving consumer market data corresponding to representative uses of said item by said predetermined type of consumer;

storing said data corresponding to said representative uses of said item by said predetermined type of consumer in said marketing database;

receiving a selection of messaging, brands, packaging, or merchandising associated with the item;

storing the selection of messaging, brands, packaging, or merchandising associated with the item in said marketing database;

determining a relationship between said data corresponding to said representative activities of said predetermined type of consumer and said data corresponding to said representative uses of said item by said predetermined type of consumer activities ~~based upon~~ with the selection of messaging, brands, packaging, or merchandising via a processor in communication with the marketing database so as to increase demand of the item by the predetermined type of consumer; and

storing said relationship in said marketing database.

60. (Original) The method for promoting the use of an item of claim 59, further comprising the step of creating messaging associating said item with said relationship.

61. (Original) The method for promoting the use of an item of claim 60, further comprising the step of storing said messaging in said marketing database.

62. (Currently amended) The method for promoting the use of an item of claim 61, further comprising the steps of receiving data corresponding to ~~the~~ a conversion rate of said predetermined types of consumers in response to said messaging associating said item with said relationship and storing said data corresponding to said conversion rate of said predetermined types of consumers in said marketing database.

63. (Original) The method for promoting the use of an item of claim 62, further comprising the steps of receiving data corresponding to the average transaction amount for said item and storing said data corresponding to said transaction amount in said marketing database.

64. (Original) The method for promoting the use of an item of claim 63, further comprising the steps of receiving data corresponding to the average gross profit margin for said item and storing said data corresponding to said average gross profit for said item in said database.

65. (Currently amended) The method for promoting the use of an item of claim 64, further comprising the step of determining the value of said messaging via said processor based upon said conversion rate, said average transaction amount for said item, and said average gross profit margin for said item.

66. (Original) A system for facilitating the use of an item by a predetermined type of consumer comprising:

- a storage device; and

- a processor connected to said storage device,

- said storage device storing a program for controlling the processor;

- said storage device storing data representing one or more activities of said predetermined type of consumer;

- said storage device storing data representing one or more needs of said predetermined type of consumer for said item;

- said storage device storing data representing one or more marketing solutions promoting the use of said item by said predetermined type of consumer based upon the selection of messaging, brands, packaging, or merchandising; and

said processor operative with said program to receive a request for said one or more marketing solutions based upon said one or more activities or said one or more needs of said predetermined type of consumer and to provide said one or more marketing solutions.

67. (Cancelled)